

# THE USE OF SOCIAL MEDIA IN THE RECRUITMENT PROCESS

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# OVERVIEW



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# FROM “TRADITIONAL” APPROACH TO “E-RECRUITMENT”



“The Internet has drastically changed the face of recruitment. Employers must now actively market themselves by instituting a well-implemented e-recruitment program to find better quality candidates and improve hiring decisions, all in less time and at a lower cost.”

*(Smith and Rupp, 2004)*



Recruitment has not yet replaced more traditional approaches but rather added to existing HR processes: “Social-media tools and techniques as currently used are not a direct replacement for traditional hiring processes, but rather a supplement to them”.

The massive growth of social media and Internet capacities and capabilities has added numerous other sourcing possibilities and activities:

- Internet job boards
- Internet data mining or flip searching
- Web crawlers
- social networks

# USE OF SOCIAL MEDIA IN RECRUITMENT

The use of social media in recruitment might also be determined by **company-specific characteristics**:

- Company size
- Industry or activity
- Stage of business growth



# SOCIAL RECRUITING CHANNELS

The main social media websites used by the companies are:

- Twitter
- Instagram
- Facebook
- LinkedIn



# SOCIAL RECRUITING CHANNELS



Twitter was founded in 2006. Considered as a “microblog”, it has become popular among the young generations and also among companies because it’s easy to use and it offers an easy connection with others and it reached more than 500 million users.

**40%** of job candidates use Twitter

**70%** use it to research openings

**58%** of users follow companies



# SOCIAL RECRUITING CHANNELS



Instagram is one of the “new” trending websites to seek for employees. Created in 2010 and then acquired by Facebook Inc., it became one of the most fastest-growing social media platforms.

With:

- Over one Billion of active users
- More than 500 millions daily users
- 61% of the users are between 18-34 years old.



# SOCIAL RECRUITING CHANNELS



Facebook was founded in 2004 by Mark Zuckerberg. It is now considered as one of the “Big four Ones” technology companies in the planet, along to Google, Amazon and Apple.

With over 2 billion users is the biggest social network

**63%** of job candidates use Facebook

**83%** of job candidates actives

Operation over more than  
**200**  
countries

# RECRUITING CHANNELS

Linked  in

The only company that solely focuses on the recruitment area (and the only one that is not part of the Facebook Inc.). Founded in 2002, it is the oldest one among the 4 most used Social Networks Sites (SNS).

- The most used SNS (social network site) by recruiters (95%)
- Over 600 million users worldwide
- Extended frame of the possible candidates (CV, Cover letter)

# ADVANTAGES



## REDUCE RECRUITING COSTS

The use of social media allows companies to:

- post a job vacancy announcement for free on their social page or pay a minimum amount to use online recruitment sites;
- save on third-party recruiting fees;
- reduce the costs associated with transportation, hotels, meals, and other expenses.

# ADVANTAGES



## SHORTEN HIRING TIMES

Recruitment through social media accelerates the process through an increase in information flow.



## PROMOTE YOUR BRAND

Online posts of job vacancies generate traffic on the company's page, increase the overall public awareness of the company, create interest in the firm's work.

# ADVANTAGES



## REACH MORE APPLICANTS

- REACH MILLENNIALS GENERATION

Millennials are always more approachable through social media

- REACH PASSIVE CANDIDATES

Personal-oriented sites are useful to attract passive candidates who are desirable to employers because of their experience.



# ADVANTAGES




## BETTER PREDICT JOB PERFORMANCE

Social networking sites provide better insight about possible employees' performance over that of personality tests.

## INCREASE THE QUALITY OF CANDIDATES

The qualifications, experience and overall fit of the candidate match the job description more closely.



# DISADVANTAGES



## FRAUD RECRUITMENT ADS

Sometimes the individuals may fall prey to online scams when applying.

## A LOT OF UNNECESSARY ONLINE TRAFFIC

Unnecessary traffic from those people who are either not willing to work seriously or who do not fulfill the requirements as per the job.



# DISADVANTAGES



## NEGATIVE COMMENTS FROM REJECTED CANDIDATES

After receiving too many job applications on social media, it is natural to reject a large number of individuals.



## A DISADVANTAGE FOR ECONOMICALLY WEAKER CANDIDATES

There are some job seekers who don't use or don't have access to social media.





# CASE STUDY



- Netherlands is one of the most advanced countries in terms of social networking
- Deloitte has a hiring target of 1000 people in 2 years



- Only 10% of the workforce is looking for a new job
- Recruitment as a challenge for successful businesses



What strategy does Deloitte use to attract workers to their company?

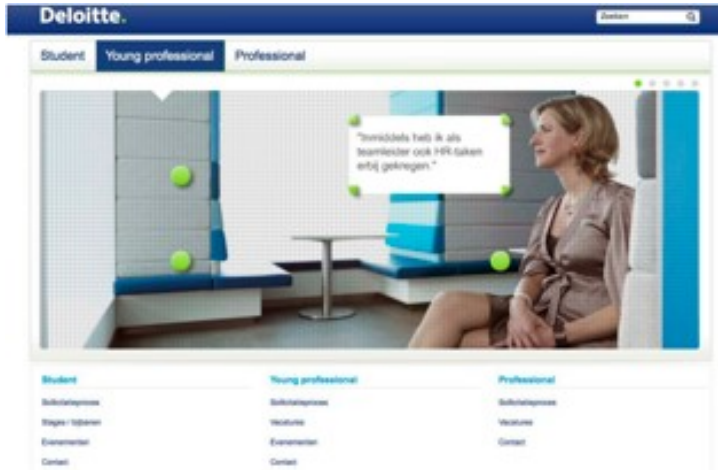


Deloitte creates a career website to enable  
Employer Branding

# CASE STUDY



Deloitte creates an independent career website



Deloitte starts its Employer Branding campaign



# CONCLUSION

- A distinction is made between social media online for professional and personal audiences:
  - ◆ Facebook, Instagram and Twitter using for personal or only for marketing and promotional activities in enterprises
  - ◆ LinkedIn platform using for professional networking and recruitment
- Social media online are a building block of the brand and attract the interest of many candidates.
- They should not be seen as replacing or traditional approaches to HR processes

